

**\$3 to \$8.50 Umbrellas.**

1,000 Pure Silk Umbrellas, made from very best quality fabric, Levee, Spitalfields and Scotch Silks; covers alone worth \$2 to \$5 apiece. The handles on these umbrellas are worth \$1 to \$2.50, making the umbrellas complete worth \$3 to \$8.50—choice. **\$1.98**

**END OF THE SEASON IN THE BASEMENT.**

**60c WHITE MADRAS**—Fine Mercerized White Madras—the 50c to 60c quality. End-of-the-Season Sale **29c**

**50c ST. GALL SWISS**—Real white Swiss, Dotted Swiss, plain white Swiss. Regularly worth 50c. **12 1/2c**

**50c SILK MADRAS**—White, black and Gray Silk Mousselines with embroidered figures. **19c**

**50c IMPORTED WASH FABRICS**—Printed and dot silk mousselines with printed figures. Instead of 50c a yard. **19c**

**50c WOVEN MADRAS**—50 yards of 2 1/2 inch wide Madras cloth, worth 50c. As long as it lasts, yard. **12 1/2c**

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**BARGAINS IN BLANKETS**—50 pairs of Blankets, slightly soiled. If you will take advantage of this sale you can save fully half what you must pay in the fall. **38c**

**125c DOWN COMFORTS**—We have about 50 Down Comforts to sell, and they sold up to as high as \$1.50. Choice for. **\$5.98**

**125c COLORED SPREADS**—50 Colored Spreads with knotted fringe, in pink and red only. **98c**

**50c LINDEN DAMASK**—50-inch unbleached Union Linden Damask, regularly sold for 50c. Sale Price, yard. **19c**

**150c WHITE SPREADS**—White Spreads in Marcelline patterns, with fringe all around; slightly soiled, and instead of \$1.50 they will go on sale at, each. **\$1.10**

**150c SATIN-STRIPED MADRAS**—About 1,500 yards of white satin-striped Madras, 32 inches wide. **5c**

**150c RUSSIAN CRASH**—Pure Linen Home-Russian Crash—extraordinary 15c grade. Sale Price, yard. **8 1/2c**

**150c LAP ROBES**—Your choice of our entire stock Pure Linen Lap Robes, worth up to \$1.50, for. **50c**

**21 CARDINAL COVERS**—50 Fringed Cardinal Covers, worth regularly \$1. will go on sale at, each. **48c**

**12 1-2c HUCK TOWELS**—Union Linen Hemmed Huck Towels; also cotton towels, worth 12c and 15c. Sale Price, each. **7 1/2c**

**2 1-2-YARD SHEETINGS**—2 1/2-yard length sheeting, 2 1/2 yards wide, made of best brown thread cotton and worth 35c a yard. Sold in sheet length only. A sheet. **38c**

**50c BLEACHED MUSLIN**—Fine 100 quality Bleached Muslin, soiled on edges. On sale promptly at 10c, for, yard. **7 1/2c**

**NEW YORK MILLS RED SHEETS**—New York Mills Bleached Sheets, to be sold for less than they can be bought wholesale. Come early if you want your share at each. **59c**

**All the "Hits" in Popular Music.**

**Two-Steps.** Soko, Hiawatha, Dixie Girl, Peaceful Heart, Summer in the Spring, Cuban Queen, Mississippi Bubble, Dixie Land—per copy. **17c**

**Waltzes.** Under the Rose, Neema, When Knight-hood Was in Flower, Hearts Courageous, Maria, Iris, Payche, Bertha, Gallant—per copy. **17c**

**Songs.** Mona, Cymbeline, Banquet of Misery Hall, Hiawatha Song, Sweet Bye and Bye, Down Where the Wurzburger Flows, Kate and I Were Coming Through the Rye, and one thousand other popular hits—per copy. **17c**

**The Greatest Music Bargains in St. Louis.**

**Men's \$1.00 Pajamas.**

A clearing of all the \$1 and \$1.25 Pajamas—all perfect—a set for. **49c**

**5c Toilet Water in Drug Department.**

Will buy in Drug Department Toilet Water worth 5c. Talcum Powders worth 5c. Florida Water worth 5c. Face Powders, Writing Papers worth up to 40c a pound; Toilet Soaps worth up to 50c a pound; Indolite, Indolite, Indolite, Shoe Polishes worth up to 50c. Hand Mirrors, worth up to 50c. All on sale for, choice. **5c**

**Ladies' \$1.25 Belts.**

All sorts and all kinds of Ladies' Belts, some worth 25c regularly, but quite a lot of them worth up to 50c. **10c**

**Ladies' \$1.25 Belts.**

Most of them All-Silk Belts and many fine steel buckle effects among them. Dozens and dozens of different kinds. Worth up to \$1.25—reduced at one sale. **25c**

**25c and 50c Leather Goods.**

Extraordinary bargains in leather goods, such as Purse, Pockets, Wallets, Burses, Shopping Bags, and goods variously worth 25c, 50c and 60c. All go for choice at, each. **10c**

**25c, 50c Gloves and Mitts.**

Almost giving away Ladies' Silk Mitts, Gloves, regularly, and Ladies' Fabric Gloves, worth 25c. Sale Price for choice, a pair. **10c**

**25c Drapery Cloths.**

Including Denims and Hungarian Drapery Cloths, 1 1/2 inches wide and worth 25c a yard regularly. End-of-the-Season Sale Price, yard. **12 1/2c**

**Sale of Pictures.**

All the wall pictures in The Meyer Store have been divided into two lots and will be sold at these tremendously reduced prices: **19c**

**Monks Canopies.**

All complete, ready to put up; regular price \$2; sale at. **69c**

**Bamboo Porch Shades.**

Made of slats of wood, dyed various colors—wide as 4 feet, as long as 8 feet; regular price \$2; sale at. **69c**

**Adjustable Window Awnings.**

For any Square Top Windows—anybody can cut them up—regular price \$1.00; sale at. **\$1.00**

**End-of-the-Season Sale Wall Papers.**

A shipment of wall papers that should have been here and sold weeks ago, but which was delayed by a wreck, will go in this End-of-the-Season Sale for remarkably little prices. In these papers you will see new designs and new colorings. **10c**

**Glimmer Papers.**

5c per roll—10,000 rolls of 8-ounce stock Glimmer Papers will go. **3c**

**Extra Fine Glimmer Papers.**

5c per roll—20,000 rolls extra fine quality Glimmer and Flats. **5c**

**Rich Gift Papers.**

4c per roll—2,000 rolls of rich gift papers will be sold at, per roll. **6c**

**Extraordinary Bargains.**

At 10c per roll—350 rolls of extra fine quality wall papers, easily worth double. End-of-the-Season Sale Price, per roll. **10c**

**THE FIRST OF AUGUST VIRTUALLY ENDS THE SEASON FOR THE RETAILER, BUT THE MEYER STORE HAS NO IDEA OF STANDING STILL AND CARRYING OVER THOUSANDS UPON THOUSANDS OF DOLLARS' WORTH OF SUMMER GOODS. SO DURING THIS MONTH THE PEOPLE OF ST. LOUIS WILL SEE REDUCTIONS OF PRICES GREATER THAN ANY CLEARING SALE EVER BRINGS, AS A READING OF THIS PRICE LIST AND CONTINUED VISITS TO THE MEYER STORE WILL PROVE. DAY BY DAY—MONDAYS, TUESDAYS, WEDNESDAYS, THURSDAYS, FRIDAYS AND SATURDAYS—THE GREAT PRICE-CUTTING WILL GO ON. AS FAST AS ONE LOT SELLS OUT ANOTHER WILL BE READY TO TAKE ITS PLACE ON THE MARK-DOWN LIST. SPECIAL ATTENTION IS CALLED TO THE**

**REDUCED PRICES ON ALL FINE GOODS.**

**MAIL ORDERS** Will be filled if received before goods are sold out.

**THE MEYER STORE** Store Closes at 5 O'Clock, Except Saturdays at 7 O'Clock.

**COR. BROADWAY & WASHINGTON.**

**Any Pair of Eyeglasses or Spectacles in the Store for \$1.**

No matter what the regular price may be, your unrestricted choice of any Eyeglass or Spectacle in the store, including solid gold, gold filled and rimless, for \$1 all day Monday. Dr. E. DeS. Harden, president Harden's Optical School, in charge of the new Optical Department, will test your eyes free. Cross eyes straightened with glasses. Children's cases a specialty.

**END-OF-SEASON SALE LADIES' AND MISSES' SUITS, SKIRTS, COATS, WAISTS**

**Skirts That Were \$7.50 to \$14.95**  
Cream color Etamine, Mistrals, Mistrals, trimmed with self bands, chenille bands and Peau de Soie Blouses, fancy milliners' folds—none worth less than \$7.50 and from that up to \$14.95—Mistrals and Cheviot Skirts in dozens of smart styles—your choice for. **\$2.98**

**Skirts That Were \$18 to \$27.50**  
Many beautiful styles in Cream Skirts that sold for \$18, \$20, \$22.50, \$25 and \$27.50—Cream Etamine, Cream Voiles and White Skirts—Volles, Etamine, Mistrals, Silk Pongee, Fancy Mistrals in black, gray and all stylish colors, some plain, some beautifully trimmed—all in this sale. **\$4.95**

**Skirts That Were \$25 to \$35**  
In cream, black, tan, blue and Fancy Etamine, Voiles and other imported fabrics, with and without silk drops. These are the skirts that have been selling for \$25, \$27.50, \$30, \$32.50 and \$35—End-of-the-Season Sale Price, for choice. **\$9.95**

**Robes That Were \$8 to \$10**  
Cream Net Embroidery Robes, Black Silk Lace Robes, Linen Crash Embroidery Robes—elegant styles that have been retelling up to \$10—End-of-the-Season Sale Price, for choice. **\$2.50**

**Robes That Were \$25 to \$37.50**  
Black Lace Applique Silk Robes, Black Spangled Silk Net Robes, Tan Etamine Silk Applique Robes, White Silk Spangled Net Robes, all handsome robes selling for \$25 to \$37.50—End-of-the-Season Sale Price, for choice. **\$10.00**

**Jackets That Were \$19.95 to \$32.45**  
Louis 14th style jackets, beautifully trimmed with real lace collar, Long Plaited Silk Wraps, Chiffon Capes, handsome garments that retailed for \$19.95 to \$32.45—End-of-the-Season Sale Price, for choice. **\$10.00**

**Coats That Were \$15 to \$19.95**  
White Silk and Chiffon Coats, Black Silk Fancy Coats, Fancy Pongee Coats, Silk Lined Coats, Fancy Taffeta Coats, Spring Jackets in Coat, Chiffon, taffeta lined, Black Cheviot, jackets with silk linings, Plaided Covert Jackets with satin linings—handsome styles, selling from \$15 to \$19.95—Sale Price, for choice. **\$5.00**

**Spring Wraps That Sold for \$5.00**  
Including Cloth Blouses, Taffeta Silk Blouses, Peau de Soie Blouses and Blouses—all reduced at one sweep to, choice. **\$1.99**

**EXTRAORDINARY REDUCTIONS IN SHIRT WAISTS.**

**All Waists That Were 50c**  
One big lot made of waists in The Meyer Store that were selling for 50c—many very many—were selling for 50c—that is, that price given you choice of waists selling from 45c to \$1.00, in linens, lawns, etc. **\$2.95**

**All Waists That Were \$1.00**  
Linen, Lawn and Silk Waists, beautifully trimmed with lace, embroidery, tuckings and insertions. Not one in this lot worth less than \$1—Sale Price, choice. **\$5.9c**

**That Half-Price Sale of Clothing.**

**Men's, Boys', Children's Suits and Pants for Half.**

If June had been an average warm month The Meyer Store would not now be advertising a 1-2 Price Clothing Sale. June was a cold month and the Men's, Boys' and Children's Clothing department unusually overstocked. This week's selling will reduce these stocks to normal, for everything, whether for man, boy or child, in the clothing department will be sold at precisely half price. Examples of the cutting in two of prices:

Boys' 60 Knee Pants.	Boys' 50c Knee Pants.	Boys' 35c Knee Pants.	Boys' 25c Knee Pants.	Boys' 15c Knee Pants.	Boys' 10c Knee Pants.
<b>\$1.50</b>	<b>25c</b>	<b>12 1/2c</b>	<b>\$1</b>	<b>75c</b>	<b>25c</b>
Men's \$1.50 Cheviot Pants.	Men's \$1.00 Cheviot Pants.	Men's \$7.50 Cheviot Suits.	Men's \$5 Cheviot Suits.	Men's \$10 Worsteds Suits.	Men's \$15 Dress Suits.
<b>75c</b>	<b>\$2.50</b>	<b>\$3.75</b>	<b>\$2.50</b>	<b>\$5</b>	<b>\$7.50</b>

**Infants' 75c Caps.**

Extra fine values in 75c caps for infants' wear, embroidery, lace and tucked trimmer. End-of-the-Season Sale Price, choice. **25c**

**Children's \$4 Dresses.**

Prettily made Gingham Dresses for children, 2 to 6 years old; blouse and one-piece suits worth \$4 and \$5. End-of-the-Season Sale Price, choice. **\$1.89**

**All-Silk Shawls.**

That are being sold all over St. Louis for \$2.99, will be sold on third floor at. **\$1.99**

**Odds and Ends of Child's Wear.**

A lot of things children wear, such as caps, bibs, parasol covers, etc., all reduced to less than 25c. These are rich bargains and will go for choice. **2c**

**Children's \$5 Reefers.**

Beautifully made reefers for children. Not one worth less than \$5, and some in the lot worth \$6 and \$7. End-of-the-Season Sale Price, choice. **\$1.99**

**\$1 and \$1.50 Corset Covers.**

Dainty French Corset Covers, in all sizes and with a variety of styles. These corset covers regularly would be \$1 to \$1.50. Sale Price, choice. **49c**

**69c Muslin Drawers.**

Made of good quality muslin, with deep ruffle and trimmed in lace and insertions. Sale Price, pair. **33c**

**\$8.50 Silk Petticoats.**

Extraordinary bargains in nonbreakable Taffeta Silk Petticoats, made with double ruffles, accented pleated and in all stylish colors. Regularly \$8.50 to \$10. Choice. **\$4.98**

**\$2.50 Lattice Corsets.**

These are made of tape and striped bone, lace and ribbon trimmed. Worth up to \$2.50 regularly. Sale Price, choice. **98c**

**\$1 Baliste Corsets.**

This lot of corsets should have been here for the June sales. Instead they came in August 1, when summer corsets are going in the End-of-the-Season Sale. They are the celebrated 1 NONCORRO-ROB Corsets, made of fine baliste and trimmed in lace and ribbons. Regularly \$1.50, sale price, choice. **98c**

**\$2.50 Muslin Gowns.**

Beautifully made Gowns of Nainsook, Cambric, with long sleeves, high neck and long sleeves, trimmed in lace, embroidery and wash ribbons. These gowns are worth bargain price for sale price, yard. **98c**

**Children's \$2.50 Sandals.**

325 pairs of the best make in the United States. In all sizes and in all colors. Regularly \$2.50, but better \$2 and \$2.50 values and they'll be sold for the least money ever known for such quality. Sale price, pair. **98c**

**Children's \$1 Slippers.**

A great many pairs in many styles of Children's Strap Slippers, made of patent leather and kid in all sizes and widths. These were bought from a factory's overproduction to sell at 50c. But they must be sold quickly, hence this price, pair. **25c**

**Boys' 75c Bicycle Shoes.**

300 pairs of Boys' 75c Bicycle Shoes must be sold immediately. Both high and low cut styles, made of duck with leather soles. Good for baseball as well as for everyday wear. Sale price, pair. **39c**

**End of the Season for Summer Shoes.**

Summer shoes that should have been here and on your feet are just reaching The Meyer Store, having been unaccountably lost in the East. The Meyer Store syndicate searched the country's best shoe factories for bargains, and overproductions from the East. These shoes, which were reached St. Louis, so that The Meyer Store is overwhelmed with Ladies', Misses' and Children's Shoes, which will be sold at about 50 cents on the dollar.

**Ladies' \$3.50 Oxfords.**

500 pairs Ladies' \$3 and \$3.50 Oxfords and Sandals—this season's best styles. In this sale you will find all sizes from 2 1/2 to 8 in some styles, and widths from 1 1/2 to 4 1/2. These shoes, which were reached St. Louis, so that The Meyer Store is overwhelmed with Ladies', Misses' and Children's Shoes, which will be sold at about 50 cents on the dollar. Sale price, pair. **\$1.49**

**Ladies' \$2.50 Oxfords.**

More than two thousand pairs Ladies' \$2 and \$2.50 Oxfords and Sandals of the newest and best styles this season, and in all sizes and widths. In the two thousand pairs you will find dainty shapes, Sale price, pair. **98c**

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